

LEO BURNETT U.S.A.

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Marlboro Lights

The spirit of Marlboro in a low tar cigarette.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report May 78.
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

